Influencer Search

|  |  |  |  |
| --- | --- | --- | --- |
| **Use Case Name**: Influencer Search | | **ID:** 1 | **Importance Level:** Medium |
| **Primary Actor:** Marketer | **Use Case Type:** Detail, Essential | | |
| **Stakeholders and Interests:**  Marketer – Looking for an appropriate influencer that will help promoting their product | | | |
| **Brief Description:**  Marketer will ask for an influencer which matches the most with their target audience | | | |
| **Trigger:**  Marketer asks for a matching influencer  **Type:**  External | | | |
| **Relationships:**  **Association**: Marketer  **Include**:  **Extend**:  **Generalization**: | | | |
| **Normal Flow of Events:**   1. Marketer has already specified some interests and details concerning the target product 2. The marketer enters the section where he/she asks for a matching influencer 3. She/he presses the search button 4. She/he receives the information about the matching influencers | | | |
| **Sub Flows:**   1. The search engine core receives required information from marketer profile | | | |
| **Alternate/Exceptional Flows:**  **F, 2a1**. No specification has been made for a marketer or product  **F, 3a1**. No matching influencer  **F, 4a1**. Not enough balance for searching | | | |